

License Division



CITY CLERK'S OFFICE

MAY 2, 2018

Cut through the red tape.



Visit **milwaukee.gov/RedTapeRescue** to learn more.

Red Tape Rescue



- Launched by City Clerk in 2016
- Inspired by Local Business Action Team (“LBAT”)

Starting a business has never been easier!



StartSmart

Visit **milwaukee.gov/StartSmart** to learn more.



Start Smart



- Launched Sept. 2016
- Spanish Version Dec. 2016

Usando StartSmart

StartSmart hace preguntas para aprender sobre su negocio. Si desea obtener más información antes de contestar, haga clic en uno de estos símbolos:

-  Proporciona información en un cuadro emergente
-  Proporciona información en un video corto

Después de responder a todas las preguntas, StartSmart le proporcionará una lista de permisos y licencias municipales y estatales requeridos, junto con enlaces para más información o aplicaciones para cada elemento de la lista. Puede guardar la lista en formato PDF.

También recibirá una lista de recursos que proporcionan ayuda para iniciar su negocio. La lista incluye enlaces para obtener más información.

Haga clic o toque a la siguiente pantalla para entrar a StartSmart.

Empezar →

Alcohol

¿Ofrecerán alcohol a partir de una ubicación permanente o en un evento temporal?

- ☐ Ubicación permanente
- ☐ Evento temporal

← volver

siguiente →

Food

Will you be offering food from a permanent location or at a temporary event?

- ☐ Permanent location
- ☐ Temporary event

← back

next →

Entretimiento

¿La actividad ocurrirá de forma temporal o regular?

- ☐ Regular
- ☐ Evento temporal

← volver

siguiente →

¿Cuál de las siguientes opciones describe mejor su negocio? (seleccione todas las que correspondan)

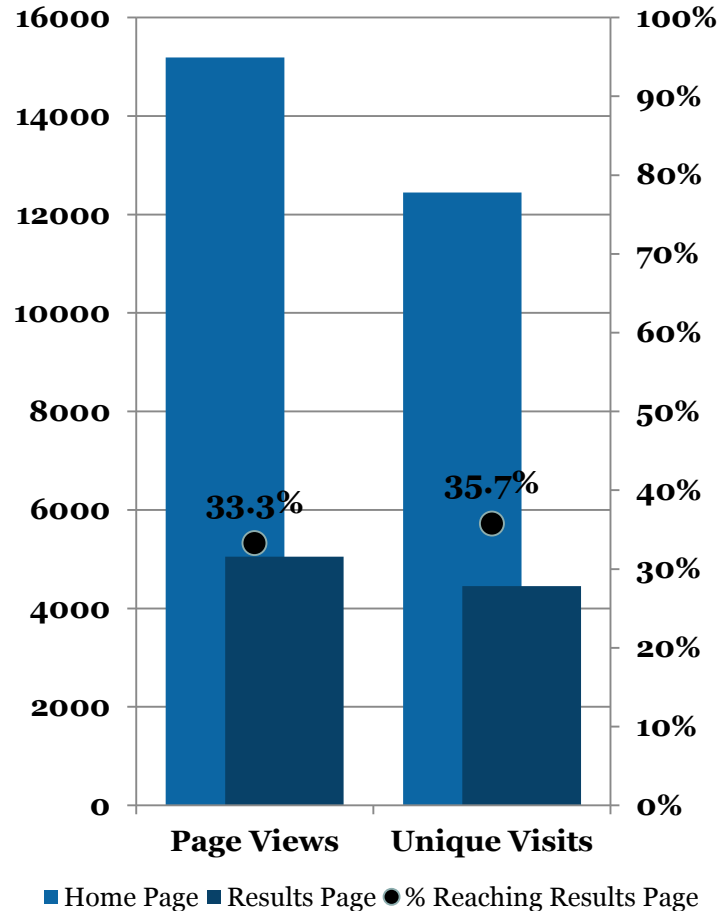
- ☐ Vende bebidas alcohólicas
- ☐ Vende alimentos
- ☐ Ocupará el derecho de vía pública
- ☐ Proporciona entretenimiento
- ☐ Abierto entre las horas de 12 a.m. y 5 a.m. (excluye los negocios de alcohol)
- ☐ Vende productos o servicios basados en la medición o el tiempo, o mediante el uso de un escáner de código de barras
- ☐ Proporciona alojamiento temporal para los visitantes
- ☐ Compra, vende o intercambia artículos usados
- ☐ Vende productos de tabaco
- ☐ Vende gas o combustible al público

siguiente →

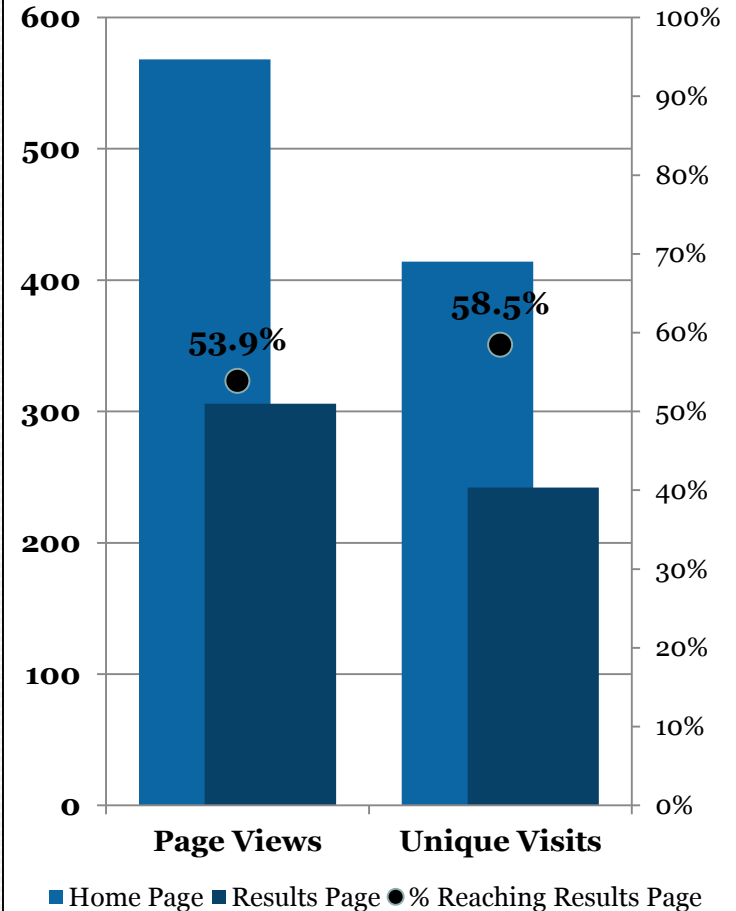
Start Smart



English (YTD)



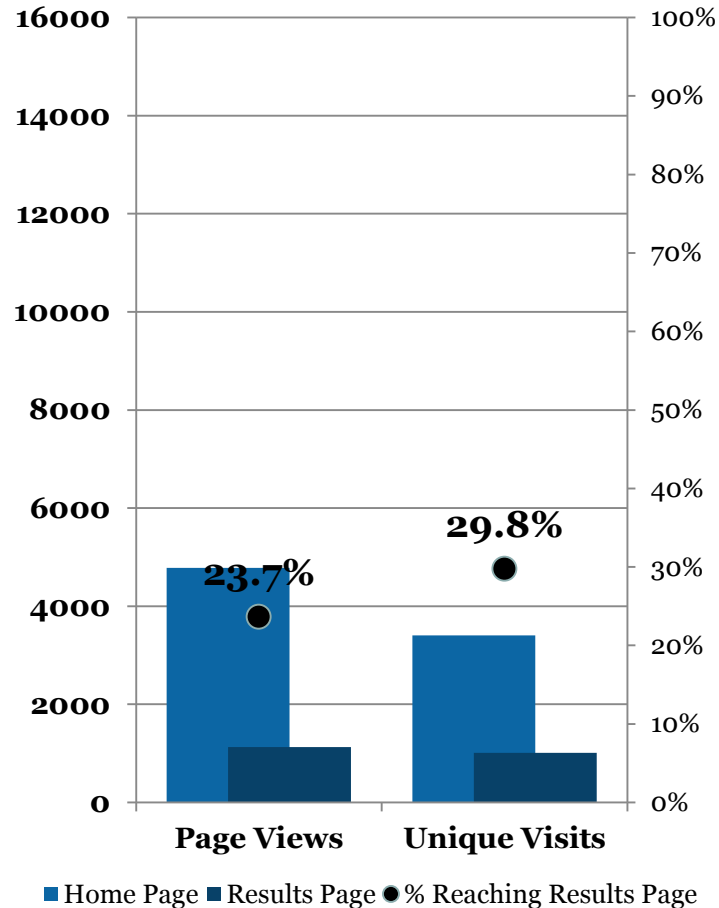
Spanish (YTD)



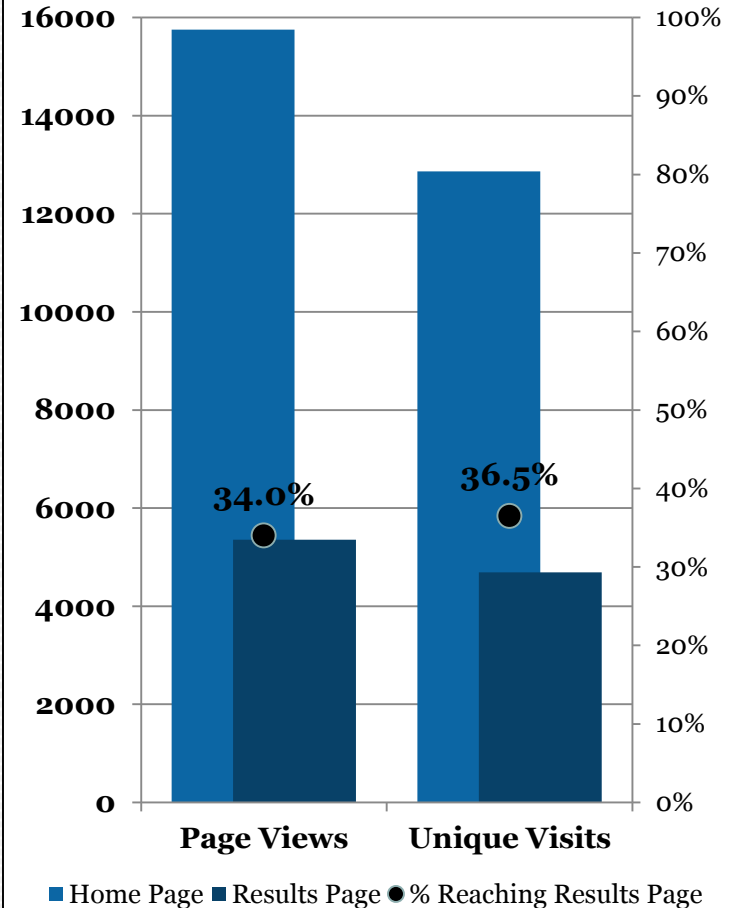
Start Smart



Combined (3/2017)



Combined (YTD)



"ignorant nation."
— Walter Cronkite

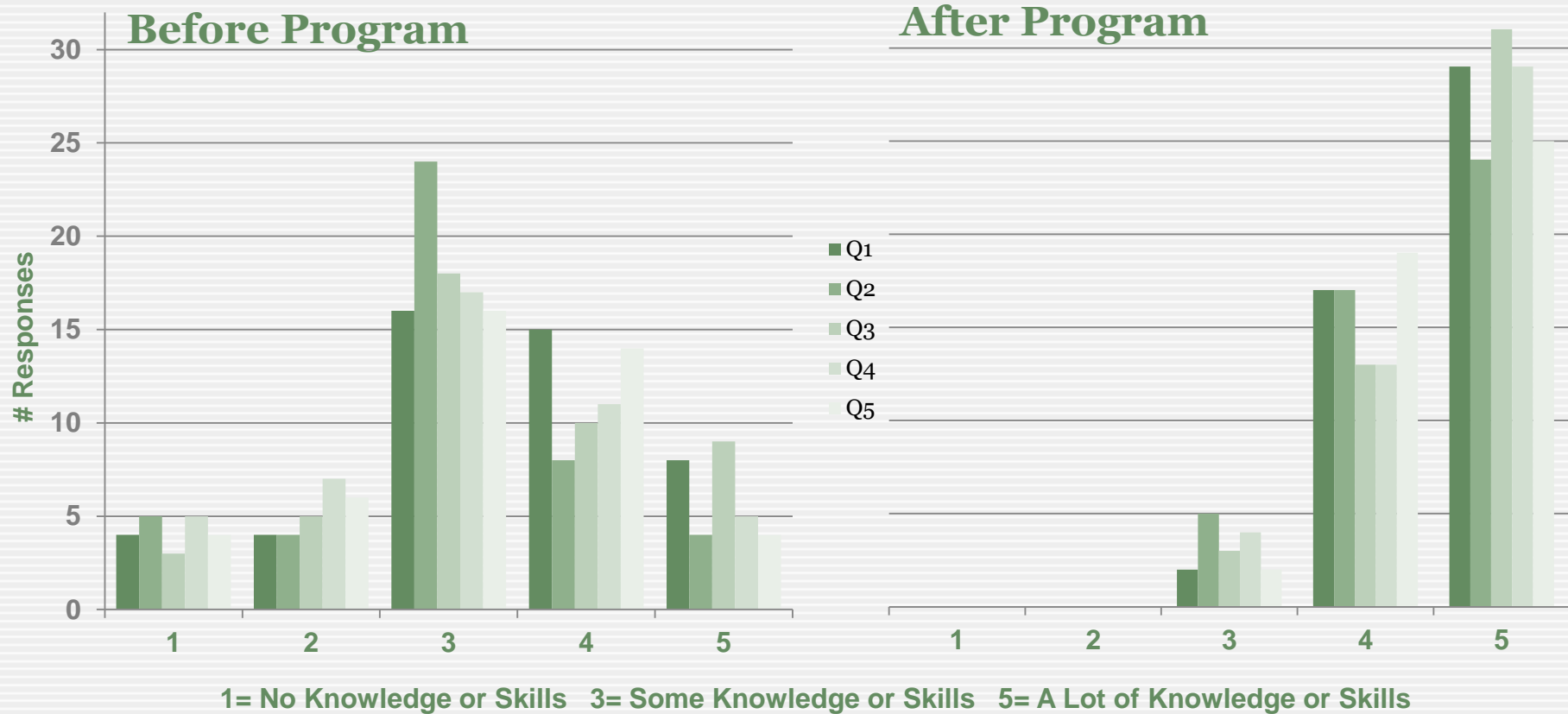


Pivot Program



- Launched in 2016
- 4 Workshops in 2017 (7 in 2016)
- 106 Attendees in 2017 (100 in 2016)

Pivot Program



Questions? We have answers!



Visit **milwaukee.gov/ClerkNotes** to learn more.

Clerk Notes



- 27 Instructional Videos
- 7,600+ Views

Quarterly Newsletter



- Law Changes
- Upcoming Events
- Disciplinary Action
- Milwaukee.gov/e-notify

City of Milwaukee
License Division

Quarterly Newsletter

Winter 2018

From the License Division Desk

Happy New Year! Here at the License Division, we have a lot to look forward to in 2018. Before I get to that, however, I would like share a few highlights from 2017.

To begin, our eight frontline staff processed over 21,000 license and permit applications in 2017, our highest total since 2014. We also helped nearly 16,000 customers in-person at City Hall, a high-water mark since we started recording this information. In addition, the License Division:

- Officially launched the Municipal ID program in January 2017, and has since issued over 5,000 IDs.
- Published 8 new "Clerk Notes" videos and increased our YouTube viewership by 78% from 2016.
- Held 4 Pivot Programs attended by over 100 Milwaukee entrepreneurs.

What can you expect from us in 2018? Our staff continue to look for ways to cut red tape, including:

- New, easy-to-use forms and applications.
- Continued standardization of rules and processes.
- An increased online presence.

One final thought: we would love to hear your opinion on how we are doing. Email your thoughts to RedTapeRescue@Milwaukee.gov, or take a minute to complete our online [customer service survey](#).

Happy 2018!

Jessica Celella
License Division Manager

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We strive to make your experience at City Hall as quick and easy as possible.
If you have any questions or suggestions, please call 286-2238 or email license@milwaukee.gov.

Because you are Milwaukee.



Visit milwaukee.gov/id to learn more.